

## INVOICE



KOAT  
3801 Carlisle Blvd. NE  
Albuquerque, NM 87107  
Main: (505)884-7777  
Billing: (916)325-3266

Billing Address:

New Media Firm, The  
Attention: Accounts Payable  
1322 G Street, SE  
Washington, DC 20003

Send Payment To:

KOAT  
PO Box 26868  
Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
961902-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
KOAT	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
Lujan-Grisham/D/Congress	Candidate	1736 M LUJAN/CON

Flight Dates	Order #	Alt Order #
10/10/12 - 10/16/12	961902	06365832

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	347	365

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/12/12	10/12/12	Action 7 News @ 6p	6-630p	----1--	:30	1	\$525.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----1--	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	F	10/12/12	6:24 PM	Action 7 News @ 6p	6-630p	:30	TV109X10812	\$525.00 NM
2	10/12/12	10/12/12	6a A7N More In The AM	6-7a	----1--	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----1--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	F	10/12/12	6:54 AM	6a A7N More In The AM	6-7a	:30	TV109X10812	\$400.00 NM
3	10/12/12	10/12/12	Good Morning America	7-9a	----1--	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----1--	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	F	10/12/12	8:49 AM	Good Morning America	7-9a	:30	TV109X10812	\$300.00 NM
4	10/12/12	10/12/12	Live with Regis & Kelly	9-10a	----1--	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----1--	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	F	10/12/12	9:41 AM	Live with Regis & Kelly	9-10a	:30	TV109X10812	\$175.00 NM
5	10/15/12	10/15/12	Action 7 News @ 10p M-F	10-1030p	1-----	:30	1	\$650.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	1-----	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	M	10/15/12	10:13 PM	Action 7 News @ 10p M-F	10-1030p	:30	TV109X10812	\$650.00 NM
6	10/15/12	10/15/12	Action 7 News @ 5p	5-530p	1-----	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	M	10/15/12	5:28 PM	Action 7 News @ 5p	5-530p	:30	TV109X10812	\$350.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**KOAT**  
**PO Box 26868**  
**Lehigh Valley, PA 18002-6868**

Invoice #	Invoice Date	Invoice Month	Invoice Period
961902-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Lujan-Grisham/D/Congress	Candidate	1736 M LUJAN/CON	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/15/12	10/15/12	Action 7 News @ 5p	5-530p	1-----	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
7	10/15/12	10/15/12	6a A7N More In The AM	6-7a	1-----	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	1-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	M	10/15/12	6:53 AM	6a A7N More In The AM	6-7a	:30	TV109X10812	\$400.00 NM
8	10/15/12	10/15/12	Live with Regis & Kelly	9-9:10a	1-----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	1-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	M	10/15/12	9:50 AM	Live with Regis & Kelly	9-10a	:30	TV109X10812	\$175.00 NM
9	10/13/12	10/13/12	Sa A7N Balloon Fiesta	6-9a	-----1-	:30	1	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1-	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Sa	10/13/12	8:52 AM	Sa A7N Balloon Fiesta	6-9a	:30	TV109X10812	\$250.00 NM
10	10/14/12	10/14/12	Action 7 News @ 10p	10-1030p	-----1	:30	1	\$675.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1	1	\$675.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Su	10/14/12	10:28 PM	Action 7 News @ 10p	10-1030p	:30	TV109X10812	\$675.00 NM
11	10/14/12	10/14/12	Action 7 News @ 5p	5-530p	-----1	:30	1	\$210.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1	1	\$210.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Su	10/14/12	5:14 PM	Action 7 News @ 5p	5-530p	:30	TV109X10812	\$210.00 NM
12	10/14/12	10/14/12	Su A7N Balloon Fiesta	6-9A	-----1	:30	1	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Su	10/14/12	7:54 AM	Su A7N Balloon Fiesta	6-9A	:30	TV109X10812	\$250.00 NM
13	10/11/12	10/11/12	Action 7 News @ 10p	M-F 10-1030p	---1---	:30	1	\$650.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	---1---	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Th	10/11/12	10:14 PM	Action 7 News @ 10p	10-1030p	:30	TV109X10812	\$650.00 NM
14	10/11/12	10/11/12	Anderson Cooper	11a-12n	---1---	:30	1	\$110.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	---1---	1	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Th	10/11/12	11:40 AM	Anderson Cooper	11a-12n	:30	TV109X10812	\$110.00 NM
15	10/11/12	10/11/12	Ellen 3-4p	3-4p	---1---	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									

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Lehigh Valley, PA 18002-6868

Invoice #	Invoice Date	Invoice Month	Invoice Period
961902-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Lujan-Grisham/D/Congress	Candidate	1736 M LUJAN/CON	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/11/12	10/11/12	Ellen 3-4p	3-4p	---1---	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	---1---	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Th	10/11/12	3:33 PM	Ellen 3-4p	3-4p	:30	TV109x10812	\$125.00 NM
16	10/11/12	10/11/12	Action 7 News @ 5p	5-530p	---1---	:30	1	\$425.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	---1---	1	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Th	10/11/12	5:29 PM	Action 7 News @ 5p	5-530p	:30	TV109x10812	\$425.00 NM
17	10/11/12	10/11/12	Good Morning America	7-9a	---1---	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	---1---	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Th	10/11/12	8:51 AM	Good Morning America	7-9a	:30	TV109x10812	\$300.00 NM
18	10/16/12	10/16/12	Anderson Cooper	11a-12n	-1-----	:30	1	\$110.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1-----	1	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Tu	10/16/12	11:40 AM	Anderson Cooper	11a-12n	:30	TV109x10812	\$110.00 NM
19	10/16/12	10/16/12	Good Morning America	7-9a	-1-----	:30	1	\$300.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-1-----	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Tu	10/16/12	7:55 AM	Good Morning America	7-9a	:30	TV109x10812	\$300.00 NM
20	10/10/12	10/10/12	Anderson Cooper	11a-12n	--1----	:30	1	\$110.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--1----	1	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	W	10/10/12	11:30 AM	Anderson Cooper	11a-12n	:30	TV109x10812	\$110.00 NM
21	10/10/12	10/10/12	Action 7 News @ 6p	6-630p	--1----	:30	1	\$525.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--1----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	W	10/10/12	6:25 PM	Action 7 News @ 6p	6-630p	:30	TV109x10812	\$525.00 NM
22	10/10/12	10/10/12	6a A7N More In The AM	6-7a	--1----	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--1----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	W	10/10/12	6:23 AM	6a A7N More In The AM	6-7a	:30	TV109x10812	\$400.00 NM
23	10/10/12	10/10/12	Live with Regis & Kelly 9-10a	9-10a	--1----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--1----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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961902-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Lujan-Grisham/D/Congress	Candidate	1736 M LUJAN/CON	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/10/12	10/10/12	Live with Regis & Kelly 9- 9-10a		--1----	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	W	10/10/12	9:48 AM	Live with Regis & Kelly 9-10a	9-10a	:30	TV109X10812	\$175.00 NM
24	10/16/12	10/16/12	6a A7N More In The AM 6-7a		-1-----	:30	1	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-1-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	Tu	10/16/12	6:13 AM	6a A7N More In The AM	6-7a	:30	TV109X10812	\$400.00 NM
25	10/12/12	10/12/12	The View 10-11a	10-11a	----1--	:30	1	\$180.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	----1--	1	\$180.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KOAT	F	10/12/12	9:59 AM	The View 10-11a	10-11a	:30	TV109X10812	\$180.00 NM
<b>Total Spots</b>							<b>25</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	\$8,170.00
<u>Agency Commission</u>	\$1,225.50
<u>Net Amount Due</u>	\$6,944.50
New Mexico Tax Rate 7.0%	\$486.12
<u>Amount Due</u>	\$7,430.62

## CONTRACT



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

<b>Contract / Revision</b> 966641 /		<b>Alt Order #</b> 06387842
<b>Product</b> Candidate		
<b>Contract Dates</b> 10/24/12 - 10/30/12		<b>Estimate #</b> 1802 M LUJAN/CONG/E
<b>Advertiser</b> Lujan-Grisham/D/Congress		<b>Original Date / Revision</b> 10/23/12 / 10/23/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOAT	<b>Account Executive</b> Mary Tricoli	<b>Sales Office</b> HRP -Washington
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 347	<b>Product Code</b> 365
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**New Media Firm, The**  
**Attention: Michele Certo**  
**1322 G Street, SE**  
**Washington, DC 20003**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$525.00			
N 2	KOAT	10/26/12	10/26/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$400.00			
N 3	KOAT	10/26/12	10/26/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$500.00			
D 4	KOAT	10/26/12	10/26/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 5	KOAT	10/26/12	10/26/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$175.00			
N 6	KOAT	10/29/12	10/29/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$650.00			
N 7	KOAT	10/29/12	10/29/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$350.00			
N 8	KOAT	10/29/12	10/29/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$400.00			
N 9	KOAT	10/29/12	10/29/12	Good Morning America	7-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$300.00			
N 10	KOAT	10/29/12	10/29/12	DWTS	7-10p		:30			NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,300.00			
N 11	KOAT	10/29/12	10/29/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$175.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

Contract / Revision	Alt Order #
966641 /	06387842

Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	Candidate	1802 M LUJAN/CONG/D

Advertiser	Original Date / Revision
Lujan-Grisham/D/Congre	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	KOAT	10/27/12	10/27/12	Action 7 News @ 530p Sat	530-6p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$200.00			
N 13	KOAT	10/27/12	10/27/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$150.00			
N 14	KOAT	10/28/12	10/28/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$675.00			
N 15	KOAT	10/28/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$275.00			
N 16	KOAT	10/28/12	10/28/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$150.00			
N 17	KOAT	10/25/12	10/25/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$650.00			
N 18	KOAT	10/25/12	10/25/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$110.00			
N 19	KOAT	10/25/12	10/25/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$125.00			
N 20	KOAT	10/25/12	10/25/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$350.00			
N 21	KOAT	10/25/12	10/25/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$400.00			
N 22	KOAT	10/25/12	10/25/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$500.00			
D 23	KOAT	10/25/12	10/25/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 24	KOAT	10/30/12	10/30/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$110.00			
N 25	KOAT	10/30/12	10/30/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$125.00			
N 26	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$525.00			
N 27	KOAT	10/30/12	10/30/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$400.00			
N 28	KOAT	10/30/12	10/30/12	Good Morning America	7-9a		:30			NM	1	\$300.00

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**(505)884-7777**

www.koat.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
966641 /	06387842

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	Candidate	1802 M LUJAN/CONG/D

<u>Advertiser</u>	<u>Original Date / Revision</u>
Lujan-Grisham/D/Congre:	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
N 29	KOAT	10/24/12	10/24/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$110.00			
N 30	KOAT	10/24/12	10/24/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$525.00			
N 31	KOAT	10/24/12	10/24/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$400.00			
D 32	KOAT	10/24/12	10/24/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 33	KOAT	10/24/12	10/24/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$175.00			
N 34	KOAT	10/24/12	10/24/12	NASHVILLE	9-10p		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$1,035.00			
N 35	KOAT	10/24/12	10/26/12	Dr Oz	4-5p		:30			NM	2	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$325.00			
N 36	KOAT	10/24/12	10/26/12	General Hospital	2-3p/1-2p		:30			NM	2	\$250.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$125.00			
Totals											35	\$13,965.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	24	\$8,330.00	\$7,080.50	\$495.64	\$7,576.14
10/29/12 - 10/30/12	11	\$5,635.00	\$4,789.75	\$335.28	\$5,125.03
<b>Totals</b>	<b>35</b>	<b>\$13,965.00</b>	<b>\$11,870.25</b>	<b>\$830.92</b>	<b>\$12,701.17</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# CONTRACT

<u>Contract / Revision</u> 966641 /		<u>Alt Order #</u> 06387842
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/24/12 - 10/30/12		<u>Estimate #</u> 1802 M LUJAN/CONG/D
<u>Advertiser</u> Lujan-Grisham/D/Congress		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 347	<u>Product Code</u> 365
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

New Media Firm, The  
 Attention: Michele Certo  
 1322 G Street, SE  
 Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/26/12	10/26/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$525.00			
N 2	KOAT	10/26/12	10/26/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$400.00			
N 3	KOAT	10/26/12	10/26/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$500.00			
D 4	KOAT	10/26/12	10/26/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 5	KOAT	10/26/12	10/26/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$175.00			
N 6	KOAT	10/29/12	10/29/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$650.00			
N 7	KOAT	10/29/12	10/29/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$350.00			
N 8	KOAT	10/29/12	10/29/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$400.00			
N 9	KOAT	10/29/12	10/29/12	Good Morning America	7-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$300.00			
N 10	KOAT	10/29/12	10/29/12	DWTS	7-10p		:30			NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,300.00			
N 11	KOAT	10/29/12	10/29/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$175.00			

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Contract / Revision	Alt Order #
966641 /	06387842

Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	Candidate	1802 M LUJAN/CONG/D

Advertiser	Original Date / Revision
Lujan-Grisham/D/Congre	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	KOAT	10/27/12	10/27/12	Action 7 News @ 530p Sat	530-6p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$200.00			
N 13	KOAT	10/27/12	10/27/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$150.00			
N 14	KOAT	10/28/12	10/28/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$675.00			
N 15	KOAT	10/28/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$275.00			
N 16	KOAT	10/28/12	10/28/12	Su 6a A7N More in the AM	6-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$150.00			
N 17	KOAT	10/25/12	10/25/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$650.00			
N 18	KOAT	10/25/12	10/25/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$110.00			
N 19	KOAT	10/25/12	10/25/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$125.00			
N 20	KOAT	10/25/12	10/25/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$350.00			
N 21	KOAT	10/25/12	10/25/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$400.00			
N 22	KOAT	10/25/12	10/25/12	Entertainment Tonight 630-7p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$500.00			
D 23	KOAT	10/25/12	10/25/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 24	KOAT	10/30/12	10/30/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$110.00			
N 25	KOAT	10/30/12	10/30/12	Ellen 3-4p	3-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$125.00			
N 26	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$525.00			
N 27	KOAT	10/30/12	10/30/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$400.00			
N 28	KOAT	10/30/12	10/30/12	Good Morning America	7-9a		:30			NM	1	\$300.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**KOAT**  
**3801 Carlisle Blvd. NE**  
**Albuquerque, NM 87107**  
**(505)884-7777**

Contract / Revision	Alt Order #
966641 /	06387842

Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	Candidate	1802 M LUJAN/CONG/D

Advertiser	Original Date / Revision
Lujan-Grisham/D/Congre:	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
N 29	KOAT	10/24/12	10/24/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$110.00			
N 30	KOAT	10/24/12	10/24/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$525.00			
N 31	KOAT	10/24/12	10/24/12	6a A7N More In The AM	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$400.00			
D 32	KOAT	10/24/12	10/24/12	Good Morning America	7-9a		:30			NM	0	\$0.00
N 33	KOAT	10/24/12	10/24/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$175.00			
N 34	KOAT	10/24/12	10/24/12	NASHVILLE	9-10p		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$1,035.00			
Totals											31	\$13,065.00

\*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	20	\$7,430.00	\$6,315.50	\$442.09	\$6,757.59
10/29/12 - 10/30/12	11	\$5,635.00	\$4,789.75	\$335.28	\$5,125.03
<b>Totals</b>	<b>31</b>	<b>\$13,065.00</b>	<b>\$11,105.25</b>	<b>\$777.37</b>	<b>\$11,882.62</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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